

Marlboro Marlboro in-depths -

1) look at new creative communication -

\* ref a contradictory

"light"

"all natural method"

2) show Marlboro at end  
compare & contrast

young smokers

18-34

Salem  
Newport  
Kool

Full Flavor &  
lights  
whites/white

8+8 = 16 Day 1

8+8 = 16 Day 2  
32

8+8 = 16  
48

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